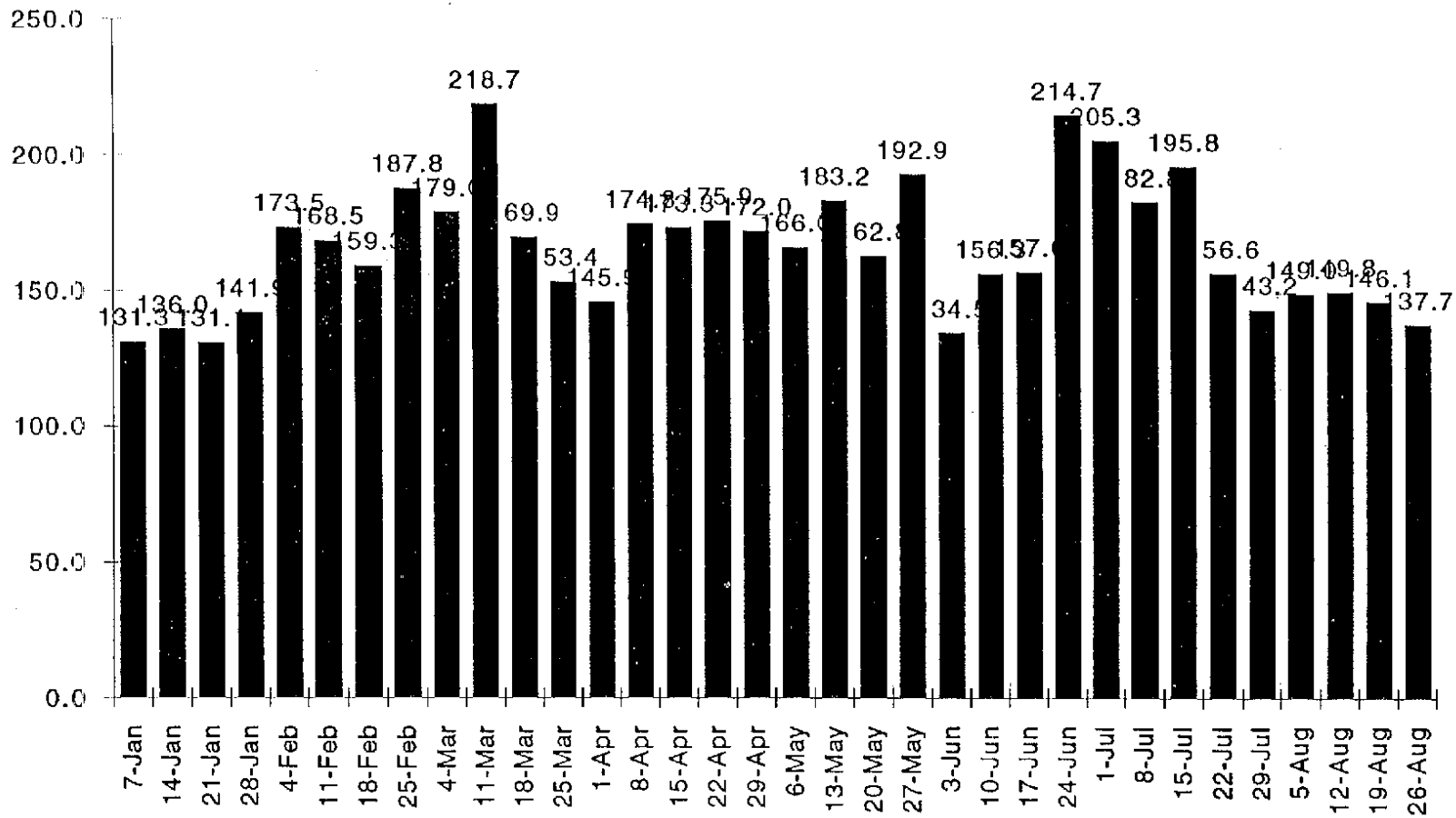
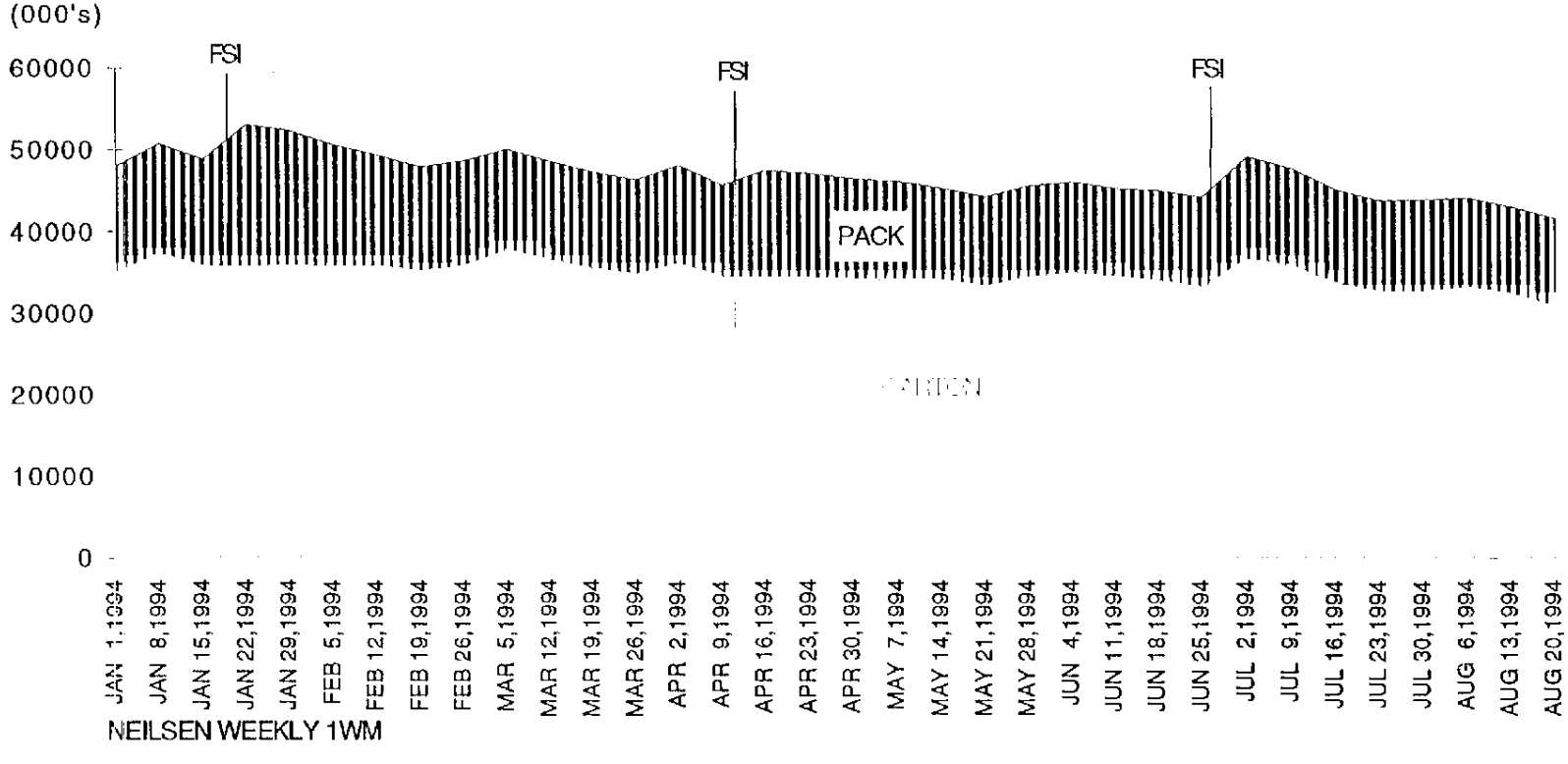
BASED ON CURRENT GOING RATE, CAMBRIDGE WILL FALL SHORT OF MEETING ITS ANNUAL FORECAST OF 8.653 BILLION. CAMBRIDGE YEAR-TO-DATE VOLUME IS 5.615 BILLION.



Source: https://www.industrydocuments.ucsf.edu/docs/lkwn0004

CTN/PK.WKS Chart 1

IN 1994, THE AVERAGE CAMBRIDGE VOLUME INCREASE IN SUPERMARKETS THE WEEK FOLLOWING AN FSI DROP HAS BEEN 8% WITH MOST OF THE INCREMENTAL VOLUME COMING FROM PACKS. HOWEVER, THE 8% MAY BE INFLATED SOMEWHAT DUE TO A FSI AND B3G2F DROP IN LATE JUNE.



Source: https://www.industrydocuments.ucsf.edu/docs/lkwn0004

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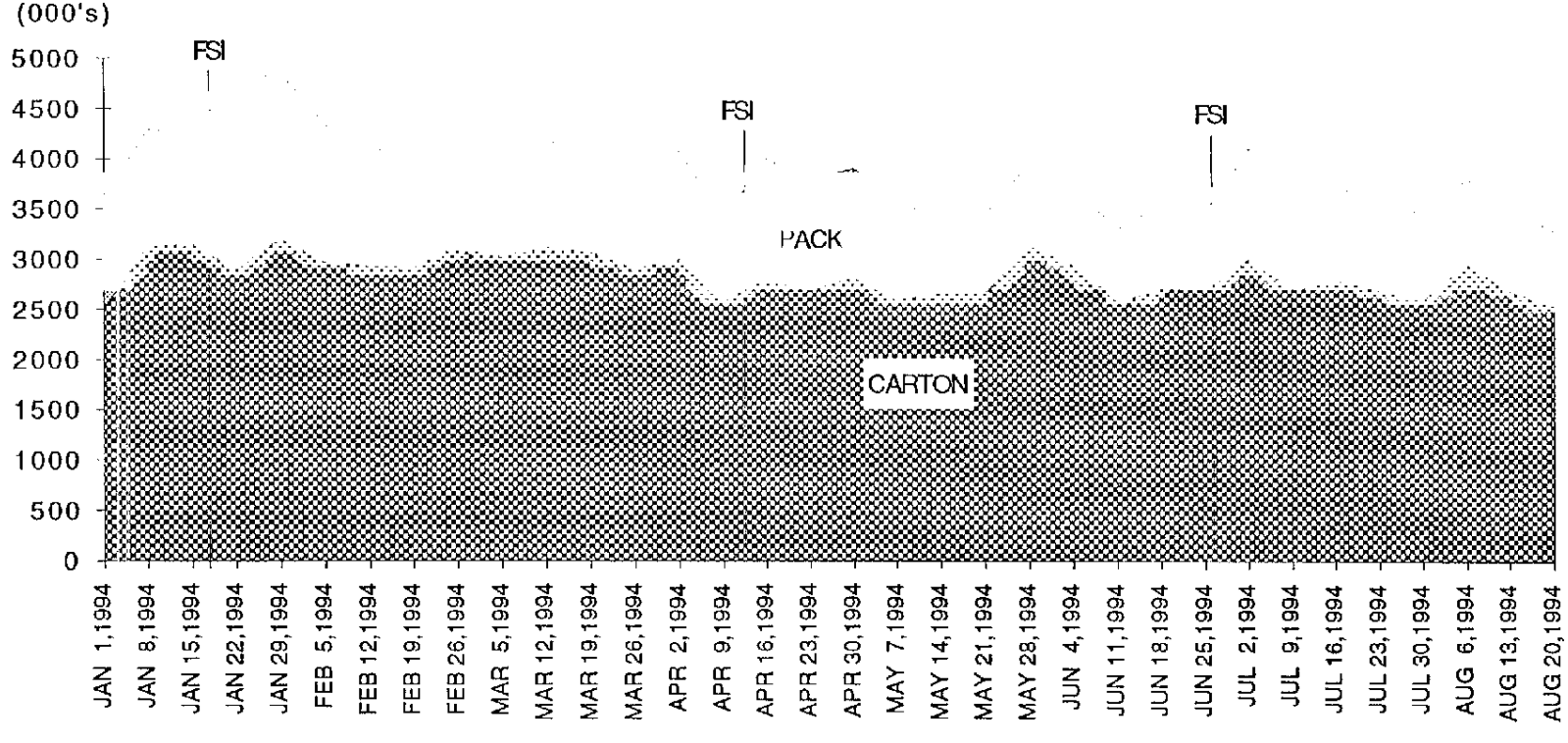
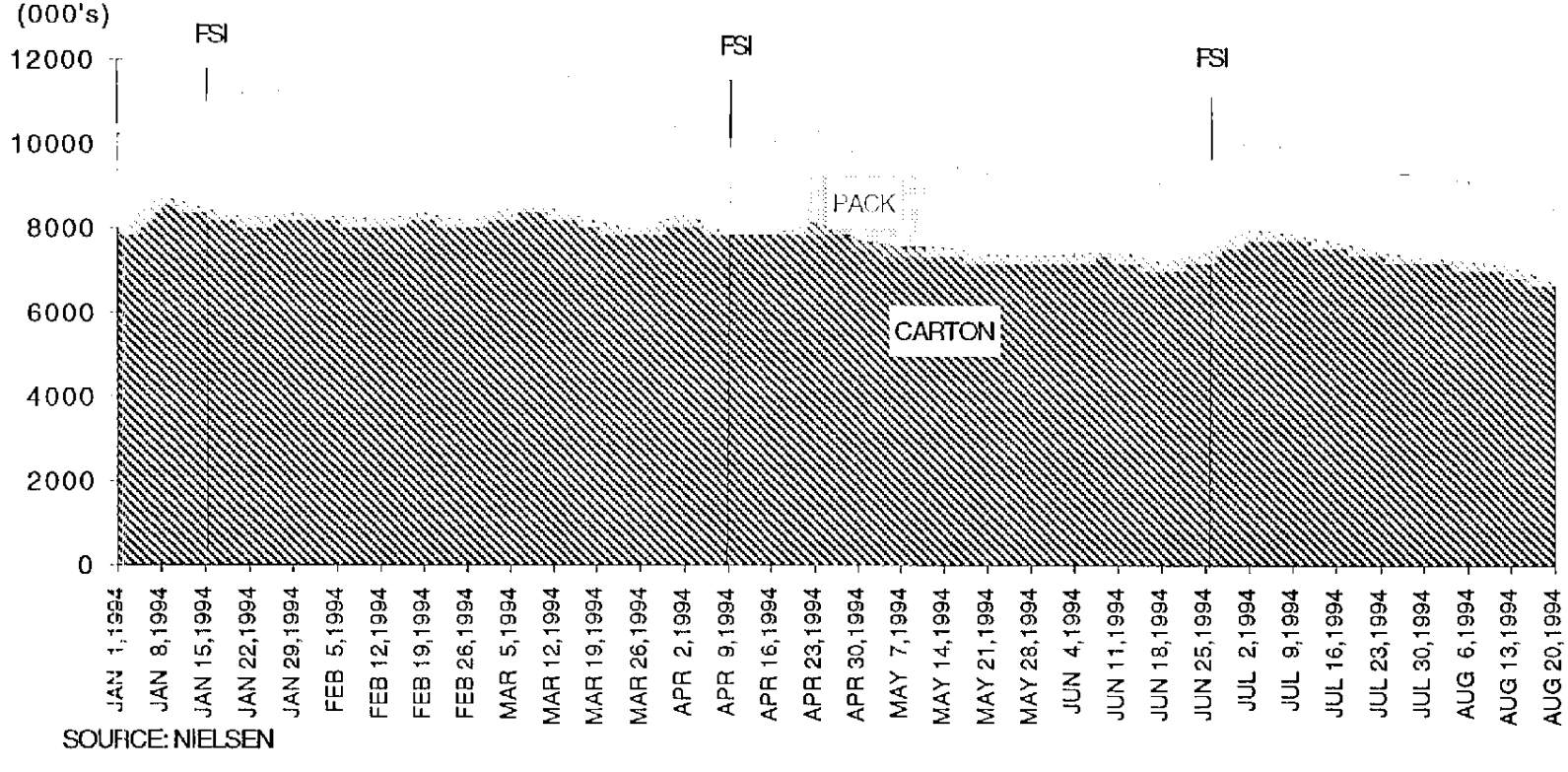
DESPITE FAVORABLE RESPONSES FOLLOWING A FSI DROP, CAMBRIDGE'S SUPERMARKET VOLUME IN REGION 1 CONTINUES TO DECLINE SLOWLY .



Source: https://www.industrydocuments.ucsf.edu/docs/lkwn0004

CTN/PK3.WKS Chart 1

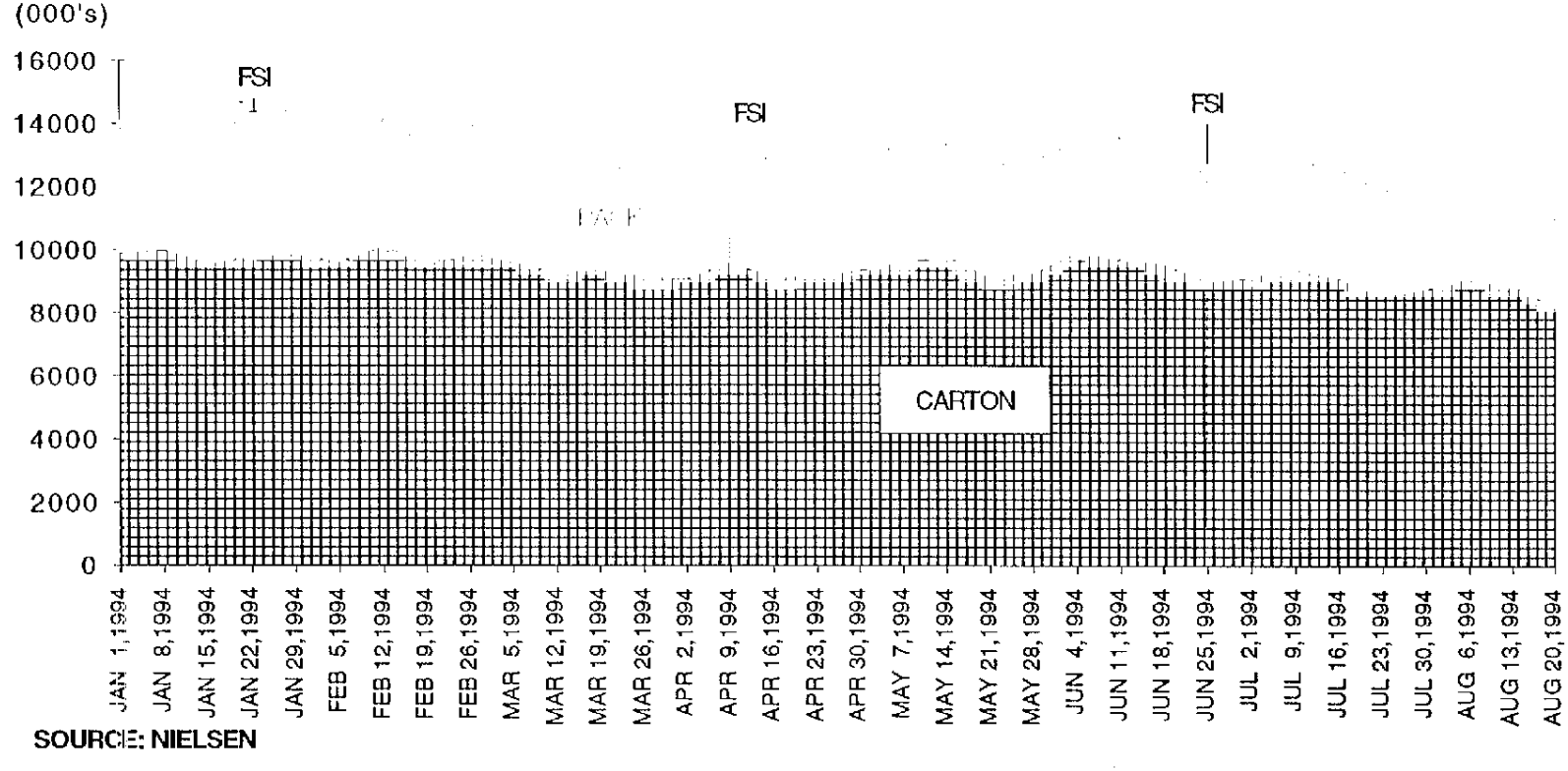
REGION 2's SUPERMARKET WEEKLY VOLUME IS SLOWLY DECLINING, OFFSET SOMEWHAT BY SLIGHT INCREASES FOLLOWING FSI DROPS.



SOURCE: NIELSEN

Source: https://www.industrydocuments.ucsf.edu/docs/lkwn0004

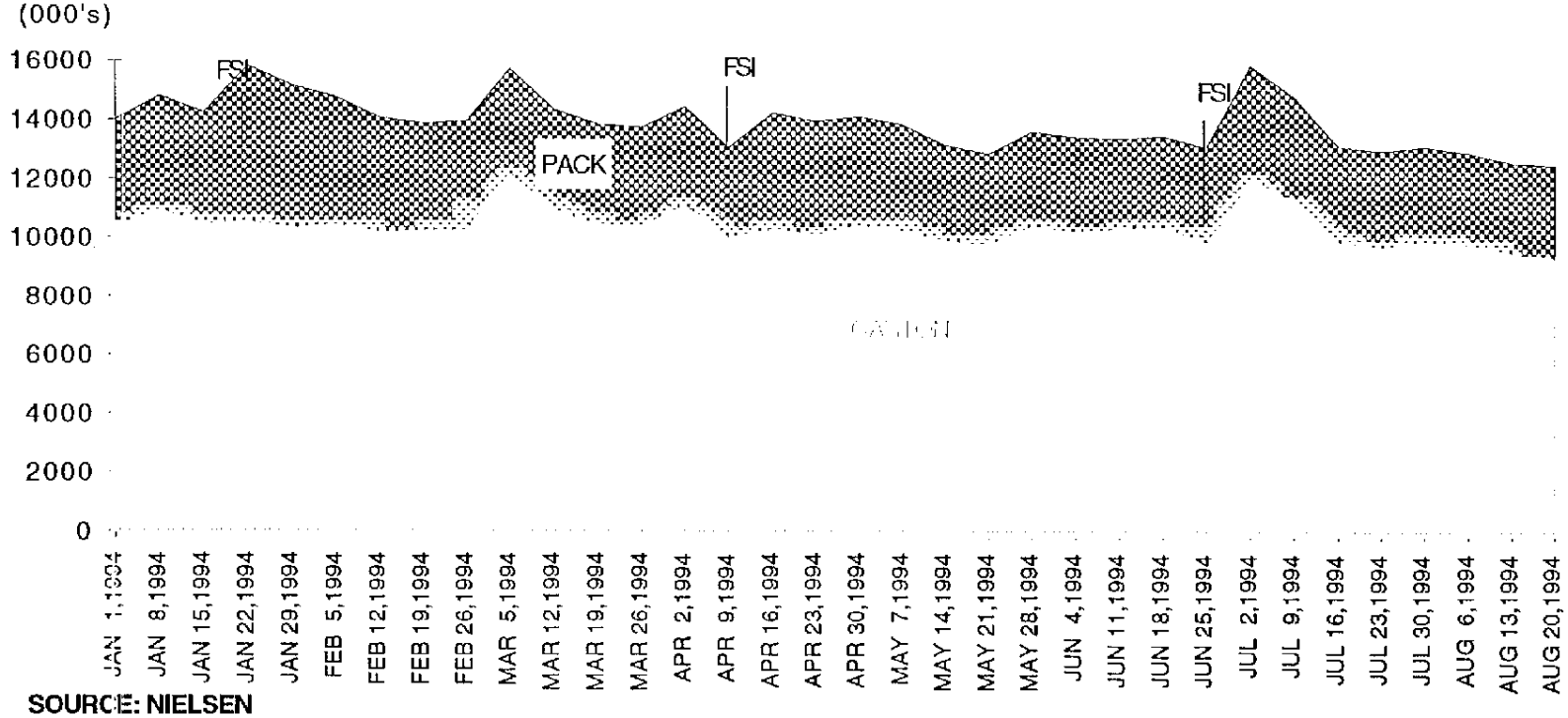
CAMBRIDGE'S VOLUME IN REGION 3 SUPERMARKETS HAS SHOWN SLIGHT DECLINES, AND DOES NOT APPEAR TO BE AS RESPONSIVE TO FSI DROPS.



SOURCE: NIELSEN

Source: https://www.industrydocuments.ucsf.edu/docs/lkwn0004

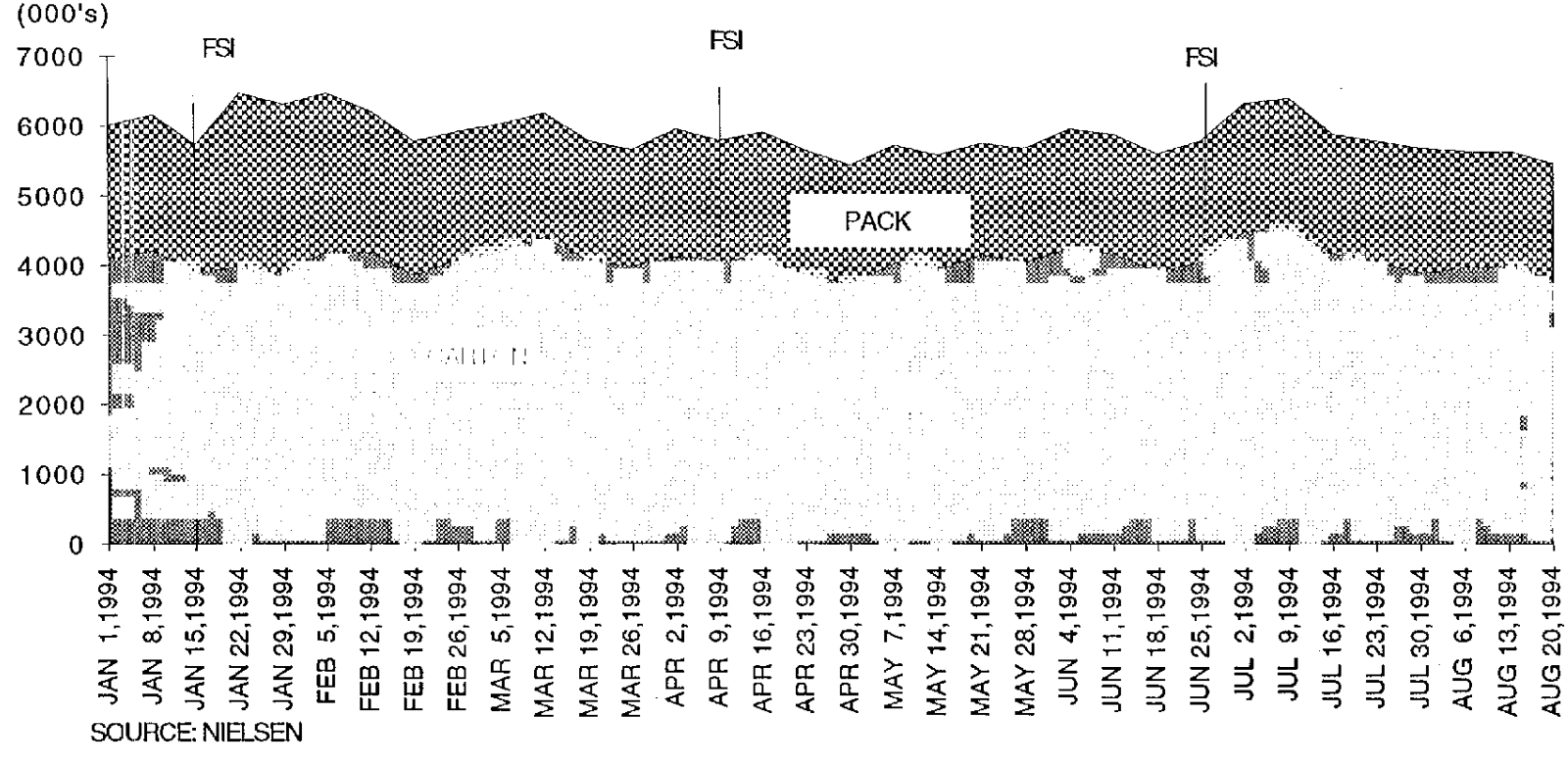
CAMBRIDGE'S SUPERMARKET VOLUME IN REGION 4 HAS BEEN RELATIVELY STABLE IN 1994 COMPARED TO THE OTHER REGIONS, WITH FAVORABLE RESPONSE TO FSI DROPS.



SOURCE: NIELSEN

Source: https://www.industrydocuments.ucsf.edu/docs/lkwn0004

CAMBRIDGE VOLUME IN REGION 5 SUPERMARKETS HAS BEEN RELATIVELY STABLE, WITH NOTICEABLE RESULTS FROM FSI DROPS.



SOURCE: NIELSEN

Source: https://www.industrydocuments.ucsf.edu/docs/lkwn0004